DIABETES STATE ADDED SURVEY - 2003

Assessment of hearing any radio advertisements or reading any news articles that encourage patients with diabetes to get a flu vaccination? by Gender and Race

N % N N	ITEM		Yes (%) responses for questions asked by gender, race, and over all total													
Did you hear any radio advertisements or read any news articles encouraging patients with diabetes to get a flu vaccination? TYPE OF ADVIRTISEMENT HEARD OR READ Radio 203 47.5 84 59.7 119 39.4 58 41.6 123 51.6 8 42.0 10 29.9 Newspaper 204 54.9 84 58.7 156 52.4 78 55.3 136 54.5 10 52.6 12 60.5 Television 320 75.7 109 77.9 211 74.3 83 59.6 203 80.5 11 58.2 17 87.7 Brochure/poster 222 50.8 69 47.5 153 52.9 51 39.8 143 54.6 11 48.5 11 41.4 Letter in the mail 116 27.1 38 28.2 78 26.3 17 12.1 82 31.5 6 30.7 7 23.5		Total		Male				White				Hispanic		Other/Multiracial		
Advertisements or read any news articles encouraging patients with diabetes to get a fluvaccination? TYPE OF ADVIRTISEMENT HEARD OR READ Radio 203 47.5 84 59.7 119 39.4 58 41.6 123 51.6 8 42.0 10 29.9 Newspaper 204 54.9 84 58.7 156 52.4 78 55.3 136 54.5 10 52.6 12 60.5 Television 320 75.7 109 77.9 211 74.3 83 59.6 203 80.5 11 58.2 17 87.7 Brochure/poster 222 50.8 69 47.5 153 52.9 51 39.8 143 54.6 11 48.5 11 41.4 Letter in the mail 116 27.1 38 28.2 78 26.3 17 12.1 82 31.5 6 30.7 7 23.5		n	%	n	%	n	%	n	%	n	%	n	%	n	%	
Any news articles encouraging patients with diabetes to get a flu vaccination?																
encouraging patients with diabetes to get a flu vaccination? 456 29.0 158 24.5 298 33.0 151 18.4 255 36.3 21 26.7 22 29.7 TYPE OF ADVIRTISEMENT HEARD OR READ Radio 203 47.5 84 59.7 119 39.4 58 41.6 123 51.6 8 42.0 10 29.9 Newspaper 204 54.9 84 58.7 156 52.4 78 55.3 136 54.5 10 52.6 12 60.5 Television 320 75.7 109 77.9 211 74.3 83 59.6 203 80.5 11 58.2 17 87.7 Brochure/poster 222 50.8 69 47.5 153 52.9 51 39.8 143 54.6 11 48.5 11 41.4 Letter in the mail 116 27.1 38 28.2 78 26.3 17 <td></td>																
with diabetes to get a fluvaccination? 100 25.0 100 25.0 10.1 10.1 25.0 25.1 25.0 25.1 25.0 25.1 25.0 25.1 25.0 25.1 25.0 25.1 25.0 25.1 25.0 25.1 25.0 25.1 25.0 25.1 25.0 25.1 25.0	•	456	20.0	150	24.5	200	22.0	151	40.4	255	26.2	24	26.7	22	20.7	
TYPE OF ADVIRTISEMENT HEARD OR READ Radio 203 47.5 84 59.7 119 39.4 58 41.6 123 51.6 8 42.0 10 29.9 Newspaper 204 54.9 84 58.7 156 52.4 78 55.3 136 54.5 10 52.6 12 60.5 Television 320 75.7 109 77.9 211 74.3 83 59.6 203 80.5 11 58.2 17 87.7 Brochure/poster 222 50.8 69 47.5 153 52.9 51 39.8 143 54.6 11 48.5 11 41.4 Letter in the mail 116 27.1 38 28.2 78 26.3 17 12.1 82 31.5 6 30.7 7 23.5		430	29.0	158	24.5	298	33.0	151	18.4	255	30.3	21	20.7	22	29.7	
ADVIRTISEMENT HEARD OR READ 203 47.5 84 59.7 119 39.4 58 41.6 123 51.6 8 42.0 10 29.9 Newspaper 204 54.9 84 58.7 156 52.4 78 55.3 136 54.5 10 52.6 12 60.5 Television 320 75.7 109 77.9 211 74.3 83 59.6 203 80.5 11 58.2 17 87.7 Brochure/poster 222 50.8 69 47.5 153 52.9 51 39.8 143 54.6 11 48.5 11 41.4 Letter in the mail 116 27.1 38 28.2 78 26.3 17 12.1 82 31.5 6 30.7 7 23.5																
HEARD OR READ Radio 203 47.5 84 59.7 119 39.4 58 41.6 123 51.6 8 42.0 10 29.9 Newspaper 204 54.9 84 58.7 156 52.4 78 55.3 136 54.5 10 52.6 12 60.5 Television 320 75.7 109 77.9 211 74.3 83 59.6 203 80.5 11 58.2 17 87.7 Brochure/poster 222 50.8 69 47.5 153 52.9 51 39.8 143 54.6 11 48.5 11 41.4 Letter in the mail 116 27.1 38 28.2 78 26.3 17 12.1 82 31.5 6 30.7 7 23.5																
Newspaper 204 54.9 84 58.7 156 52.4 78 55.3 136 54.5 10 52.6 12 60.5 Television 320 75.7 109 77.9 211 74.3 83 59.6 203 80.5 11 58.2 17 87.7 Brochure/poster 222 50.8 69 47.5 153 52.9 51 39.8 143 54.6 11 48.5 11 41.4 Letter in the mail 116 27.1 38 28.2 78 26.3 17 12.1 82 31.5 6 30.7 7 23.5																
Television 320 75.7 109 77.9 211 74.3 83 59.6 203 80.5 11 58.2 17 87.7 Brochure/poster 222 50.8 69 47.5 153 52.9 51 39.8 143 54.6 11 48.5 11 41.4 Letter in the mail 116 27.1 38 28.2 78 26.3 17 12.1 82 31.5 6 30.7 7 23.5	Radio	203	47.5	84	59.7	119	39.4	58	41.6	123	51.6	8	42.0	10	29.9	
Brochure/poster 222 50.8 69 47.5 153 52.9 51 39.8 143 54.6 11 48.5 11 41.4 Letter in the mail 116 27.1 38 28.2 78 26.3 17 12.1 82 31.5 6 30.7 7 23.5	Newspaper	204	54.9	84	58.7	156	52.4	78	55.3	136	54.5	10	52.6	12	60.5	
Letter in the mail 116 27.1 38 28.2 78 26.3 17 12.1 82 31.5 6 30.7 7 23.5	Television	320	75.7	109	77.9	211	74.3	83	59.6	203	80.5	11	58.2	17	87.7	
	Brochure/poster	222	50.8	69	47.5	153	52.9	51	39.8	143	54.6	11	48.5	11	41.4	
Billboard 99 23.8 34 27.6 56 21.4 13 9.6 66 27.5 4 32.3 3 10.3	Letter in the mail	116	27.1	38	28.2	78	26.3	17	12.1	82	31.5	6	30.7	7	23.5	
	Billboard	99	23.8	34	27.6	56	21.4	13	9.6	66	27.5	4	32.3	3	10.3	

Note: n = Unweighted number or respondents age 18 years and older % = Weighted prevalence, adults age 18 and older

Weighted = respondents sample size weighted to 2000 census population characteristics

Denominator for radio, newspaper, television, brochure/poster, and billboard is the yes response to the first question.

Responses with don't know/Not sure, refused, missing not included in the denominator.